

M.A.P. Team Meeting

Wednesday, December 6, 2006 9:00 AM

Agency of Commerce & Community Development

6th Floor, Calvin Coolidge Conf. Room, National Life Building, Montpelier

Attendees: Christine Werneke (CMO); Kate Rouelle (ACCD –CMO); Kathleen Horton (DOH); John Dumville (DHP); Marcia Lawrence (DLC); Harry Bell (DII); Lynn Bruce (DCF); Kevin Moore (BGS); Lilly Talbert (VCW); Mike Tierney (VDIC); Kathy Satterfield (VDIC); John Hall (F&W); Justin Johnson (DEC); Steve Maxfield (VOWP); Alex Aldrich (VT Art Council); Bruce Hyde (VDTM); Chuck Satterfield (GHSP)

Minutes of October 25th: finalized

Important meeting information: The next meeting will be held on Wednesday, January 31st, 2007 at 9:00 AM at National Life Building, 6th Floor, Calvin Coolidge Conf. Room.

State Photography update

Kate gave an update on the current status of the state photographer research project and the RFP progress. In addition to the state contracted photographer update she reviewed a new proposal for Skye Chalmer's subscription offer to his library of photos. The state proposed a lesser access fee of \$500/month with a per image download fee of \$25. Kate is waiting to hear back from Skye regarding this new proposal. The question of how the \$500/month access fee will be paid was brought up, this is still under consideration.

The topic of sensitive photography was brought up; Kate will ask Skye about his thoughts and/or restrictions in regards to the use of his images for sensitive marketing campaigns as well as the willingness to stock such images in his library.

A copy of the final draft of the photography primer and generic photography license was handed out for review and will be added to the CMO website for downloading.

Quadricentennial update:

Bruce Hyde discussed the history of Samuel Champlain and the areas history as a primer to the quadricentennial update. The year long celebration is scheduled to start on First Night 2009 through the fall culminating in week after July 4th of 2009. A series of major waterfront events will be taking place throughout the second week of July.

- Education and marketing materials are currently being prepared, specifically 2 brochures - one designed to draw in visitors and a second on how to get involved.
- The Clean and Clear campaign is being accelerated to show significant progress by 2009.
- The Quadricentennial Committee is working with the state of New York and Quebec on tri-regional events; Senator Leahy is also working on the creation of a Bi-state commission.
- Organizations throughout the Lake Champlain basin are welcome and encouraged to participate in the year long celebration.
- A number of working committees and sub committees are in the process of formation, if you would like to participate in any of the work groups please visit **www.celebratechamplain.org** to learn more. All meetings are open to the public.
- The strategic plan is posted on the website for reference.

If you have any questions or would like to become more involved with the celebration please contact, Bruce Hyde at bruce.hyde@state.vt.us or 828-3649.

REMINDER: This is a great opportunity for departments to work together and plan cooperative events.

Mike Tierney (BGS – Information Centers): The billboards of Vermont

As a follow up to Ed von Turkovich's September presentation, Mike discussed the various messaging options available to state entities free of charge in the Vermont information center infrastructure. These include:

- television screens,
- banners,
- 24" x 36" inch display panels,
- product displays, and
- interactive kiosks.

All of these options are available to promote or display a campaign or general message to the Vermont traveling public. The information centers can be used as a "story telling" resource to assist in the delivery of

- a specific message,
- "just in time" messages (amber alert, health outbreak, road conditions, etc),
- special events, or
- electronic presentations.

Information Center staff is willing and eager to help any state entity promote Vermont. They will travel to your worksite to get promotional materials and work with each department individually to help display their messages.

Most services the information centers can offer are free of charge. Currently the only marketing tool that is not free of charge is brochure placement. There is a small distribution charge associated with the placement of brochures in either strategic locations or for all information centers.

Open Discussion:

VDTM: is currently looking for a partner to collaborate with on a new call center contract which will expire in 2007. If you are interested in the collaborative opportunity please contact Christine Werneke at marketing@state.vt.us or Bruce Hyde at bruce.hyde@state.vt.us.

Bruce discussed the USAIR magazine marketing opportunity as well as some general magazine features to include the promotion of Vermont across the board. Vermont will be profiled in the January 2007 edition and will also be published separately as a stand alone publication for promotional purposes.

Bruce welcomed Erica Housekeeper as the new VDTM Communications Director.

Justin Johnson announced his new position at DEC to Deputy Commissioner.

Health: is contemplating the launch of a new anti-smoking campaign "Quit at your job"

Historic: Saturday, December 9th is the Calvin Coolidge Christmas open house. They received a Federal Grant for \$250,000 not \$25,000. The grant was from The Institute of Museum & Library Services and the Corporation for Public Broadcasting for a two-year project: "Lake Champlain Voyages of Discovery: Bringing History Home." It was granted under the Partnership for a Nation of Learners program. Elsa Gilbertson wrote the grant application which was one of 13 grants in a field of 68 applications from around the US and was one of only four awarded the maximum amount of \$250,000. They have also raised the required match for the grant. They will be partnering with the Bixby Memorial Library in Vergennes and Vermont Public Television on this project which will use a multi-layered approach to discover and present new information about the Champlain Valley in the 17th and 18th centuries.

DII: the new web look and feel standards are being confirmed at the December 20th meeting. If you have any questions or comments please e-mail Harry at harry.bell@state.vt.us. Accessibility standards will be addressed after the look and feel standards have been approved.

Arts Council: the council is currently researching and gathering information on this past year's palettes project.

BGS print Shop: is creating information materials for state marketing entities to include an information brochure with pricing and services.

Liquor: working on their annual report with graphic assistance from the CMO's office.

Highway Safety: currently promoting the Don't Drink and Drive campaign.